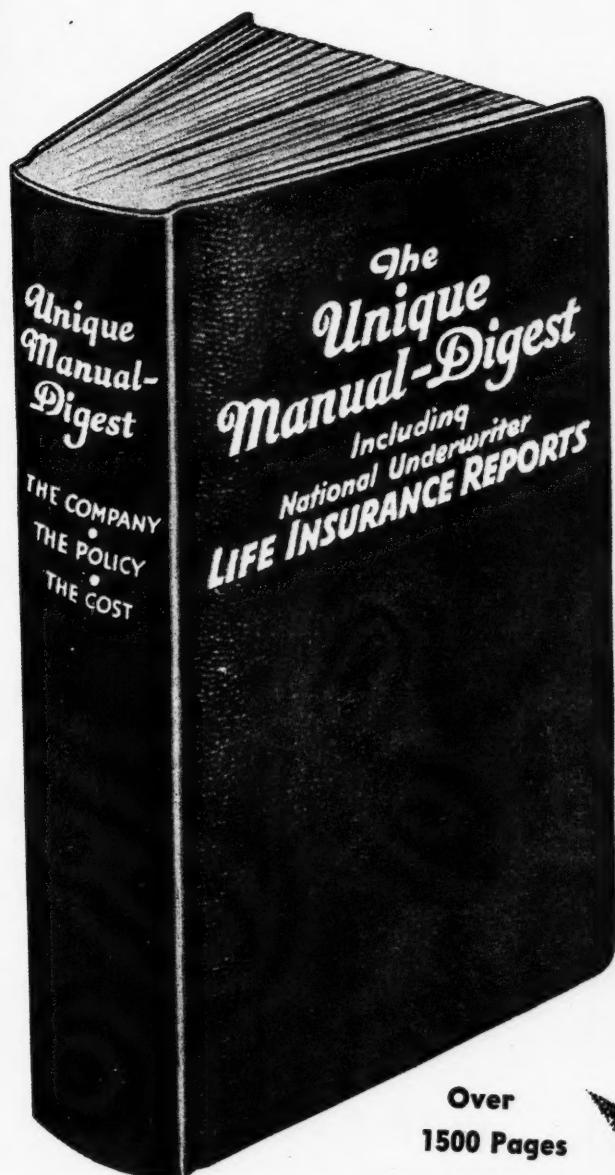


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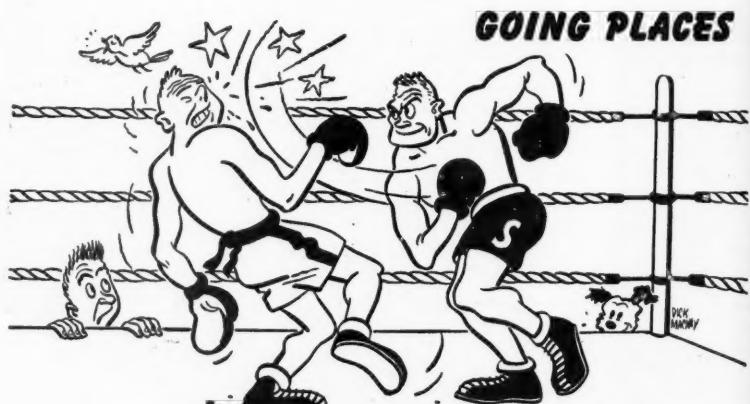
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## N.A.L.U., Round Table Speakers Are Announced

**Franklin Morse, H. R.**  
**Hill, Claris Adams, A. F.**  
**Priebe on Main Card**

Announcement is made of four additional speakers for the annual meeting of the National Association of Life Underwriters in Detroit, Sept. 12-15.

Franklin A. Morse, Northwestern Mutual, South Bend; Herbert R. Hill, district manager for Life of Virginia, Richmond, and Claris Adams, president of the Ohio State Life, Columbus, will highlight the opening general convention session, Wednesday Sept. 13; and Arthur F. Priebe, associate general agent for Penn Mutual, Rockford, Ill., is the second speaker to be announced for the final general session to be held Friday, Sept. 15. There remains but one speaker to be chosen for the Friday session and so complete the annual meeting program.

Mr. Morse, who has consistently recorded his activity effort since entering the business 12 years ago, will outline his steps to the Million Dollar Round Table in his talk on "What's Your Score."

### Improved Selling Technique

Using his experience as a district manager of a weekly premium division, Mr. Hill will discuss "Increased Volume Through Improved Selling Technique."

The final speaker, Mr. Adams, will speak on "Life Insurance and the New Order," in which he will predict the important role life insurance and the agent will play in the altered social and political economy which will follow the war.

Mr. Priebe will be the lead-off speaker on the Friday session and will discuss "Simplified Programming." Supporting his contention that programming of life insurance is not too complicated for the average agent with facts, Mr. Priebe will prove that programming is an integral part of every agent's selling kit.

The three sessions of the Million Dollar Round Table feature 21 speakers covering the many phases of estate analysis, business insurance and employee benefit plans, Alfred J. Ostheimer, 3rd,

(CONTINUED ON PAGE 10)

## Institute Expands Library, Research

NEW YORK—Expansion of the research and statistical activities of the Institute of Life Insurance has been effected with the reorganization of the institute library under the direction of qualified research librarians and the establishment of a research section of the statistical department.

Miss Elizabeth Ferguson has been appointed librarian, with Miss Caroline D'Apice as assistant. Miss Virginia Thompson has joined the statistical department to develop the new research work.

The reorganized library facilities have been widely expanded. The purpose is not only to serve the institute but the public in general and writers in particular.

## Companies' War Service Bureaus Doing Fine Work

NEW YORK—Though undertaken primarily out of a deep sense of obligation to policyholders in the armed services, the well organized way in which many life companies have gone about helping these policyholders with their wartime life insurance problems promises to be a big factor in policyholder relations after the war and in favorably influencing the people with whom the ex-service man comes into contact.

While by no means the only ones, the programs of Metropolitan Life, Mutual Life and Penn Mutual are outstanding examples of the fine work that has been done in planning and executing this type of program. In general, there appear to be two types of war service bureaus in home offices. One is the centralized organization in which all the personnel engaged in war service work, together with the records they use, are organized as a separate department. This type of bureau functions as a compact and individual unit and is the plan followed by Metropolitan and Mutual Life. The other is the coordinated bureau, of which Penn Mutual is typical, in which the work for the most part is done in departments where the clerks are accustomed to working and the records remain with those of all other policyholders but are marked in such a manner as to be readily identified if the need for special consideration arises. Both types of bureaus require the full time service of a number of well informed people.

### Metropolitan's Bureau

Metropolitan's war service insurance bureau, of which H. V. Merritt is manager, has a staff of some 60 persons. Perhaps the most important function of the Bureau is to assist policyholders in the armed forces in maintaining their insurance in force. Through the cooperation of the field, arrangements are made in the majority of cases for the payment of premiums by a close relative when a premium payer enters service. When this is not possible, the policyholder may arrange to have his insurance maintained in force either by an allotment of his government pay or through the benefits which are available under the soldiers' and sailors' civil relief act.

The administration of policies maintained in force by these two methods is centralized in the war service insurance bureau. When a policy on the life of a person in service is reported for lapse by a district office, one of a series of conservation letters is mailed to the insured and, when appropriate, to the beneficiary. The policyholder is encouraged to continue premium payments and is informed of the special methods which are available to him for continuing his policy in force.

### Advice on NSLI

As men and women in the services began to be discharged in considerable numbers, the importance of advising policyholders on their National Service Life Insurance came more and more to the fore. It is natural for policyholders to turn to their insurance representatives for information and advice on this insurance. On April 20, 1944, President Leroy A. Lincoln of the Metropolitan addressed a letter to all district offices pointing out that most men and women released from service in the armed forces would have National Service Life Insurance and that "we have an obligation to see that they are competently and conscientiously advised." The letter points out that "the policies are good; they fit the insurance needs of the vast majority and their owners would be well advised, and should be strongly

encouraged, to maintain them in force."

At the same time, a supply of leaflets entitled "What to Do About Your National Service Life Insurance" was given to each member of the field force. The leaflet strongly recommends keeping the insurance and converting it as soon as practicable to one of the permanent plans of insurance available. The leaflet stresses strongly the importance of continuing to pay all premiums promptly as they become due, to the Veterans Administration in Washington, D. C., without regard to whether or not a premium notice is received. In the program to keep the field force thoroughly informed with respect to National Service Life Insurance, each member of the field force has been given a copy of the booklet, "Continuance of National Service Life Insurance—Information for Veterans of World War II," issued by the Veterans Administration.

### MUTUAL LIFE

Mutual Life's policyholders war service Bureau, of which George A. Cole is superintendent, is divided into the governmental allotment section, the soldiers' and sailors' civil relief act section, and the general service section.

All of the policies in the company, where premiums are paid by governmental allotment, are on record in the governmental allotment section. The section operates quite similarly to a regular agency, that is, it has a separate bank account, collects premiums, makes refunds, handles requests for change of beneficiary, policy loans and any other services which the policyholder may require.

The soldiers' and sailors' civil relief act section informs insured when their applications under the act have been approved; collect premiums for special benefits not guaranteed by the government; send special premium notices therefor and reply to any questions concerning the act from insured, their beneficiaries and the company's agencies.

When the insured has been discharged from service, the policyholder is informed of his present indebtedness, if any, and when the protection period will expire. Several times before the protection period does expire, helpful suggestions are made to the insured and at the end of the protection period he is told how his policy stands.

### General Service Section

The general service section performs general service to policyholders who are engaged in military and naval service and their beneficiaries, where premiums

(CONTINUED ON PAGE 10)

## Union Central Pays Billion in Benefits

Union Central Life has passed the billion dollar mark in payments to policyholders and beneficiaries. It took 77 years for the company to pay the first billion dollars in benefits. In 1940 it had paid \$850,480,685. The company estimates that at the current rate of about \$33 million a year, it will take approximately 30 years to pay the second billion. However, this may be lessened. One of the factors is the expanding volume of new business to be written. The other factor is that of income settlements. The growth of claims settled and an income rather than a single payment basis has been remarkable during the last 20 years.

## Reduce Area of Difference on Big Issue of Hour

**Commissioners Group, at Chicago, Is Impressed by E. C. Stone's Presentation**

Progress was made at least in reducing the area of difference as to what should be done by the insurance commissioners and industry in the situation caused by the commerce case decisions during four days of deliberation in Chicago on the part of the special commissioners committee on federal legislation headed by Graves of Arkansas. The committee is not releasing its report until the time of the executive committee meeting at St. Louis Aug. 28-29 but it is obvious that there is strong sentiment in favor of the program suggested by the Association of Casualty & Surety Executives.

In tabloid, the stock casualty unit suggested that the commissioners make the utmost effort to induce the attorneys general of the 48 states to join in the petition to the U. S. Supreme Court to grant a rehearing in the S.E.U.A. case. In the event that a rehearing is denied, then an effort should be made to secure federal legislation that will provide a moratorium or respite from the possibility of federal laws governing commerce being enforced against insurance or civil suits being brought. That would consist of legislation declaring that the Sherman and Clayton anti-trust acts, the Federal Trade Commission law and the Robinson-Patman acts shall not apply to insurance. Finally, in leisurely fashion, with the necessity removed of making decisions pell-mell, there can be developed a pattern for harmonizing the operations of the insurance business with federal and state government.

### E. C. Stone Is Persuasive

The casualty executives presented a lengthy brief beforehand to the committee that was reviewed in considerable detail in last week's edition and then at the Chicago meeting E. C. Stone, U. S. manager of Employers Liability, made a two-hour presentation in which he elaborated upon the brief and illuminated many questions. He made a masterful statement and the commissioners were obviously swayed by what he said. This program corresponds rather closely to the position of the American Mutual Alliance and it is in harmony with the position that has been taken by the life insurance industry which is that while it sympathizes with the predicament of the fire and casualty industry insofar as the anti-trust laws are concerned those laws cast no shadow over the life insurance business and what life insurance desires is an exemption from the federal trade commission act. The stock fire interests officially would not rejoice over the adoption of such a program because they continue to insist that there should be exclusive concentration at this time upon passage of the Bailey bill exempting insurance from the anti-trust laws.

### Brief Open Period

The meetings got under way last Wednesday. There was a brief open period at which Chairman Graves announced that the committee and the other commissioners present would by themselves study the briefs and statements that had been filed with the committee. This they proceeded to do,

reading each brief in full, and they kept at it until midnight.

The intention was thereafter that most of the sessions should be open, but Thursday morning the only one to speak in open session was Floyd Jacobs of Kansas City representing American Reciprocal Insurance Association. Thereafter the press was excluded. At times one or another interest would appear before the commissioners' group, sometimes in the absence of and at other times in the presence of other industry representatives.

On Thursday evening a meeting was held of the life, fire and casualty groups for the purpose of arriving at an understanding and a common position that could be announced to the state officials. However, that meeting broke up at 1 a. m. in an impasse.

#### Question E. L. Williams

On Friday the hearings continued. For about two hours the commissioners closely and sometimes sharply questioned E. L. Williams, president of the Insurance Executives Association, who remained adamant in his insistence that all attention be focused on the Bailey bill and that nothing be done to create any diversion from that single objective. Commissioner Harrington of Massachusetts in the questioning, it is understood, contended that many Congressmen had been given the impression that the whole insurance problem would be solved by the passage of the Bailey bill whereas, according to Mr. Harrington, that is only one step that needs to be taken. McCormack of Tennessee, the vice-president of the commissioners' association, complained that the stock fire people are pressing for legislation that will take care of an immediate problem for them and are not giving consideration to many other industry problems created by the commerce case decisions. He spoke especially of the fact that passage of the Bailey bill would still leave the commissioners to struggle with what is for them a capital problem—the question of the validity of state insurance taxes. Mr. Harrington asked whether Mr. Williams had any objection to expanding the legislation to exempt insurance from the FTC act. Mr. Williams said he did not object, but he did not seem to be enthusiastic over the idea of tampering with the bill.

Especial interest was taken in the appearance of the life insurance group as this was the first time that they had made an official statement. A joint committee attended representing both the American Life Convention and Life Insurance Association of America headed by Leroy A. Lincoln, president of Metropolitan Life. Their position was also endorsed by the National Association of Life Underwriters. James E. Rutherford, executive vice-president of the N.A.L.U., had written to the Graves' committee saying that the agents' position coincides with that of the companies.

#### Sole Concern Is in FTC

Mr. Lincoln spoke briefly saying that the sole concern of the life insurance industry is the possibility of enforcing the federal trade commission act in such a way as to create awkward situations and he also made an impressive plea for unity on the part of the insurance commissioners and the industry in the present situation. He said that there is sufficient talent and the will to arrive at constructive solutions in the ranks of the commissioners and the industry and there is no reason why small groups working together could not arrive at a correct and lasting answer.

On Saturday the commissioners set about writing a report that could be presented to the executive committee of the association at St. Louis next Monday and Tuesday. The commissioners stayed in session until 7 p. m. A few left that evening but a number remained on and continued their deliberations Sunday.

Sitting with the commissioners during the week was Attorney General Barry of Tennessee and Jack Smith, assistant attorney general.

(CONTINUED ON PAGE 11)

## Contract Decides Status of General Agent as Employe

ST. LOUIS—The terms of a general agent's contract will determine whether he and the men working under him are to be regarded as "employees," the unemployment compensation commission of Missouri indicated in two cases recently decided.

#### Two Cases Considered

In one case involving United Benefit Life and Mutual Benefit Health & Accident, the commission held that the general agent was not an "agent or employe" of either company, but was an independent contractor and consequently the claimant was not an employee of the company. In the other case, involving Pacific Mutual Life, the commission found that the company, under the terms of the agency contract, retained control of the general agent in the performance of his services for the company, and consequently he was an "agent or employe" of the company within the meaning of the Missouri unemployment compensation law. Therefore, since the general agent acted as an employee of the company in employing the assistant cashier, who was the claimant in that case, the claimant was entitled to benefits.

#### NO FURTHER CAL. HEARING

SAN FRANCISCO—Petition for hearing filed by the California unemployment reserves commission in the case of National Guaranty Life against the commission has been denied by the California supreme court. The suit was originally brought by National Guaranty to determine whether the company was liable under the California employment insurance act for unemployment taxes on commissions paid certain of its agents. Judge Schmidt of Los Angeles held that all agents were employees and commissions paid subject to the tax.

Other life companies of California joined in filing an amicus curiae brief and appeal was taken to the district court of appeals. This court partly reversed the lower court, holding that the company's district agents and general agents were not employees but that debit and rewrite men were. National Guaranty had two types of district agents' contracts. Under one of these the degree of control was such that they were held to be employees. The commission agents, under the other contract, were held not to be employees.

#### TO BE REVIEWED IN VA.

RICHMOND—The status of industrial agents under the Virginia unemployment compensation law is to be reviewed by the state court of appeals in an appeal taken by the state unemployment compensation commission from a decision of the chancery court of Richmond. The state unemployment compensation commissioner held that Union Life of Richmond must file wage reports on certain employees and pay contributions on them. The ruling covered certain debit collectors who, he held, were not performing all their services as insurance agents or collectors and were paid other than on a commission basis. An act of 1940 exempts insurance agents when they are paid entirely by commissions. The chancery court of Richmond reversed the commissioner and held that agents with a weekly debit of \$100 or more are not employees.

#### Al. H. Hartman's New Post

Al. H. Hartman has been appointed district manager of Reliance Life for the southern field of western Pennsylvania and expects to develop territory in the southern part of West Virginia in due season. As soon as arrangements can be made he will move his headquarters to Charleston, W. Va. He is now an agent at Morgantown, W. Va.

## Hatch Predicts Bailey Bill to Rest Until Nov.

WASHINGTON—Confirmation that insurance legislation will probably go over until after the November election appeared to develop at this week's meeting of the Senate judiciary committee when Wherry, Nebraska, senate Republican whip, asked about the situation as regards the Bailey states rights insurance bill.

Senator Hatch, New Mexico, acting chairman of the committee and its insurance subcommittee in the absence of Chairman McCarran in Nevada, replied that it looked as though the bill would rest until after election. He expressed his personal idea that the committee would then probably decide upon some kind of insurance measure.

Hatch said it is realized something has to be done, but he opposes the Bailey bill. He said nearly all members of the committee think it should wait until the state insurance commissioners produce a program, instead of going ahead now.

He predicted that from Sept. 1 the interest and activities of most members of Congress will center on the political campaign. This Congress will adjourn and a new one come in in January.

Meanwhile, it is reported in insurance circles here that various states are seeking to protect themselves against the possibility of federal insurance regulation by reducing rates. A cut by Pennsylvania has attracted attention here.

## Flynn, Travelers Actuary, Dies

HARTFORD—Benedict D. Flynn, vice-president and actuary of Travelers, died Tuesday.

Mr. Flynn was born July 6, 1880, at Hartford. He was educated at Trinity College receiving honorary degree of master of arts. He was a member of the American Institute of Actuaries, fellow and ex-president of Casualty Actuarial Society and a member of the Institute of Actuaries of Great Britain.

He entered the service of Travelers after leaving Trinity; appointed assistant actuary in 1907; actuary of casualty department in 1911; elected assistant secretary in 1913; secretary in 1929; secretary and actuary, 1939, and vice-president and actuary, 1930.

He was a director of Travelers, Travelers Fire, Travelers Indemnity, Charter Oak Fire and Travelers Bank & Trust Co. Mr. Flynn had supervision of all actuarial work for the Travelers. In insurance circles Mr. Flynn was known for his pioneering work in the mathematics of the various lines of casualty and group insurance and his writings on actuarial problems, notably on staff pension and group life, liability and compensation insurance.

## S. C. Governor Takes Leave of Absence from Insurance

Lt. Gov. Ransome J. Williams of South Carolina, who is Jefferson Standard's manager at Florence, was in Greensboro last week conferring with Julian Price, president, regarding a leave of absence when he becomes governor of South Carolina next Jan. 1.

Williams joined Jefferson Standard in 1918 and has been top ranking producer. One year he led the field force. In 1936 he was appointed district manager at Florence and when the company opened a branch in Florence, he was appointed as manager.

He was four times mayor of Mullins, and served one term in the legislature.

**Murphy & Mage**, Northwestern Mutual Life, Los Angeles—Closed first six months with gain of 76% in paid for life business.

## Claim Men's Card for Annual Meet Is Announced

### War and Post-War Problems Facing Claim Executives to Be Discussed

War and post-war problems which face insurance claim executives constitute the chief theme of the program for the annual meeting of the International Claim Association to be held Sept. 11-13, at the Edgewater Beach Hotel, Chicago. J. Doyle DeWitt, secretary of the claim departments of Travelers, is president.

Military and civilian aspects of questions which must be answered in the first years of peace will be examined by two speakers. C. E. Hostetler, chief vocational rehabilitation and education division, veterans' administration facility, Hines, Ill., will speak on "Vocational Rehabilitation, Education and Training Program of the United States Veterans' Administration." A. T. Court labor economist of General Motors, will discuss "Paid Sick-Leave and Related Health Insurance Problems."

#### Military and Naval Participants

Actively participating in the proceedings will be Maj. Gen. Jay L. Benedict, president War Department dependency board; Comm. Albert C. Jacobs, director of the dependents welfare division, Navy Department, and Horace L. McCoy, director of insurance Veterans Administration.

The War Department has designated the following officers to join with members in consideration of problems of mutual interest to the armed forces and the life, accident and health business: Col. George F. Herbert, chief casualty branch, adjutant general's office; Col. R. H. Bradshaw, director office of special settlement accounts; Lt. Col. Louis Earlix, certification section of the casualty branch, A.G.O.; Maj. J. D. Motz, assistant to fiscal director A.S.F. and Maj. Daniel J. Reidy, status, review and determination section of the casualty branch, A.G.O.

War casualties and claims will occupy the meeting's attention at the last session, scheduled for Wednesday morning. General Benedict, Commander Jacobs and Mr. McCoy will be chief speakers.

#### Seminars Will Be Held

Seminars on Tuesday will attack many problems. The life and double indemnity seminar will be directed by W. N. Hutchison, New York Life; disability insurance, Ralph T. Heller, Prudential; accident and health and group by R. K. Metcalf, Connecticut General, and industrial insurance, R. E. Sumner.

Legal committee reports will be presented at the seminars by W. M. Humes, Connecticut Mutual; E. M. Thoré, Acacia Mutual; R. J. Wetterlund, Washington National, and V. J. Skutt, Mutual Benefit Health & Accident.

#### Insurance Panel at CIO Parley

NEW YORK—Formulation of a national salary policy to "alleviate the plight of the nation's 20 million white-collar workers" will be one of the main objectives of the United Office & Professional Workers CIO union which meets at Philadelphia Sept. 4-9. The insurance part of the postwar program will be handled at a national insurance panel to be held under the direction of Leon Berney, national insurance director. The union has 70 locals among the industrial agents.

## Trusted Group Plan Adopted by Book Publishers Bureau

### Novel Setup Made Possible by Recent Amendment to N. Y. Law.

NEW YORK—To provide a complete program of group life insurance, hospitalization, accident and sickness and retirement annuities for book publishing firms, many of which are not large enough to qualify for group coverages individually, the Book Publishers Bureau has set up a complete group plan for all its subscribers who care to make use of it. The novel feature of the plan is that it is on a trusted basis made possible by an amendment to the New York insurance law passed in 1943 which permits the issuance of a group policy to trustees of a fund set up by the employer members of a trade association and is believed to be the first industry-wide trusted plan set up independently of collective bargaining agreements.

The plan, which is written by Connecticut General Life, permits the issuance of larger group life insurance benefits than would be available to most of the participating firms, even though they were large enough to qualify individually, since the maximum size of any individual's insurance depends on the size of the group. Executives may take out life insurance up to \$10,000 each under the plan.

Miss Anne Foster, organizer and president of the A. M. Foster Company of New York City, which acts as trustee and as liaison between the company and the bureau, is insurance adviser to bureau subscribers. She has also done considerable general insurance business with book publishing firms.

Before the 1943 amendment the New York law was so worded that companies were doubtful that they could legally write the type of plan evolved by Miss Foster as a group contract but the amendment removed all doubt by making employer trade association trustees eligible as insured under group plans. Ten book publishers are already in the plan, five more are "in the works" and a number of others have the plan under consideration.

The plan has obvious advantages for any organization of corporations which

### More Endorsements for Manuel Camps for Trustee

NEW YORK—Manuel Camps, Jr., general agent of John Hancock Mutual in New York City, who was recently endorsed for National association trustee by the New York City association, has also been endorsed by the life underwriters associations of the four cities where he was formerly in the life insurance business—Utica, Providence, Atlanta and Boston. In all five cities he has been active in association work, being a director of four associations and president of the Boston association. He was also president of the Boston Managers & General Agents Association.



Manuel Camps, Jr.  
active in association work, being a director of four associations and president of the Boston association. He was also president of the Boston Managers & General Agents Association.

### Ordinary Sales Increase 8% in July, 17% for Year

Ordinary life sales totaled \$696,046,000 in July, an 8% increase, according to the Sales Research Bureau. Sales for the first seven months total \$4,933,140,000, a 17% gain. Sales gains in states with over \$25 million sales in July followed by the gain for the year were: California 23, 33%; Illinois 9, 13; New Jersey 10, 22; New York 9, 22; Ohio 7, 12; Pennsylvania 5, 10; Texas 1, 9. Sales in both Massachusetts and Michigan were off 1%, the former being ahead 14% and the latter 11% for the year. July sales gains in cities followed by the gain for the first seven months were: Boston 5, 21%; Cleveland 13, 9; Los Angeles 7, 25; New York 13, 31; Philadelphia 2, 4; and St. Louis 18, 13. Chicago sales in July were the same as a year ago with an 8% gain for the year while Detroit with a 19% decrease in July is ahead 3% for the year.

are too small to qualify for group coverages or to make the fullest use of them. However, it is anticipated that group-writing companies will proceed cautiously in accepting this type of plan, making sure that the type of firms which are members of an insured association are stable, high-grade, and likely to continue with the plan once they are in it.

#### Some May Drop Out

The great potential trouble with such a setup is that a substantial number may drop out, leaving the underwriting company with a much smaller group than it would willingly have accepted. The Book Publishers Bureau, however, is a stable organization and its subscribers include the country's major publishing firms, so all the factors are in favor of the plan's working out successfully for Connecticut General as well as for the insured.

### Campbell Green American National Houston Manager

Campbell Green has been appointed Houston manager of the ordinary agency department of American National. He is resigning as manager of the home office agency of Southwestern Life at Dallas, where for the past nine years he has directed the largest city agency in the south. He began his career in life insurance in 1929.

He is immediate past president of the Life Insurance Managers Club of Dallas, former secretary of the Texas Association of Life Underwriters, and a director of the Dallas Association of Life Underwriters.

Lloyd M. Miller has been named branch manager in Dallas of Southwestern Life, covering six counties, to succeed Mr. Green. He has been in life insurance 12 years, all that time with Southwestern Life.



Campbell Green

### Harry Wright Pays for Million in Seven Months

Harry T. Wright of Equitable Society in Chicago the first seven months this year qualified for the 21st consecutive year as a member of the Equitable's Million Dollar Club. This means that in seven months he has paid for \$1,000,000 in the Equitable alone, not counting any surplus business that it has been necessary for him to place outside the company. Mr. Wright is past president National Association of Life Underwriters and a life and qualifying member of the Million Dollar Round Table.

## WILLIAM PENN ON FRUGALITY

William Penn, in a letter written to his children in 1682, as he was leaving for his new Province of Pennsylvania:

"Frugality is a virtue, too, and not of little use in life; the better way to be rich, for one has less toil and temptation."

"It is proverbial 'a penny saved is a penny got.' It has a significant moral; for this way of getting is more in your own power, and less subject to hazard as well as snares, free of envy, void of suits, and is beforehand with calamities."

"For many that get cannot keep, and for want of frugality spend what they get and so come to want what they have spent."

"But have a care of the extreme. Want not with abundance for that is avarice, even to sordidness. It is fit you consider children, age and casualties, but never pretend these things to palliate and gratify covetousness."

"As I would have you liberal, but not prodigal, and diligent but not grudging, so I would have you frugal but not sordid. If you can, lay up one-half your income for those uses in which you let charity have at least second consideration."

1644-1944—WM. PENN TERCENTENARY

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JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Agency Management Committee Formed by Research Bureau

### W. P. Worthington Is Chairman; Is Outgrowth of "Comp" Committee

HARTFORD—Creation of a new committee of the Sales Research Bureau to study major problems of agency management has been announced by Vice-president C. O. Fischer of Massachusetts Mutual Life, chairman of the bureau's executive committee. The agency management committee is the outgrowth of the committee on compensation which was created five years ago to study the specific problem of compensation as a factor in management. The bureau staff will continue to make compensation studies even though there is no longer a committee assigned specifically to studying compensation. It is understood that the management committee will continue to study compensation as one of the problems of agency management.

W. P. Worthington, vice-president and superintendent of agencies of Home Life of New York, is chairman of the new committee. He was vice-chairman of the compensation committee. Other members will be announced in the early fall, at which time the committee will start holding meetings.

The new committee's overall objective will be the study of principles of management and procedures which are being most effectively used in recruiting, training, directing, and compensating successful full-time career men in all sections of the country.

"The membership of the committee will be international in scope, represented by both Canadian and American agency men and representatives of the field," said Mr. Worthington in commenting on the committee's objectives. "Both large and small companies from both the managerial and general agency type of operation will be represented. In an effort to draw on the assistance and experience of as large a field as possible, the committee plans an experiment of a somewhat unique nature."

"The committee plans to hold rather frequent two-day meetings. On the first day it is proposed that a 'guest consultant'—a general agent, manager, supervisor or agency man—who is currently doing a sound job of developing full-time career men in the business will meet with the committee and review in detail the principles of agency management and procedures which in their opinion have brought about the sound results."

"On the second day of the meeting, the management committee will attempt to analyze the plans of the 'guest consultant' to determine what phases of it, which are not confidential in nature, can be properly passed on for the business as a whole."

The bureau has had an opportunity to study the plans and accomplishments of many companies and agencies throughout the country. For this reason, it is felt that the management committee will be in a position to serve effectively the institution of life insurance as a whole.

#### Pays Full Group Premium

California-Western States Life, retroactive to Aug. 1, will pay the entire premium on group life, accident and health, hospitalization, surgical and medical care insurance on all salaried employees.

President O. J. Lacy said this will have the same effect as a salary increase.

# Premier Producers

of the

## Midland Mutual Life



The above members of the Midland Mutual President Club paid for \$7 millions of life insurance and annuities in the year ending June 30, 1944. These 29 men have more than \$37 millions of personal business in force. Their years of service with the Company range from one to 36 and average 13-1/3.

Company Congratulations to These Premier Producers!

**THE MIDLAND MUTUAL LIFE INSURANCE COMPANY**  
Columbus 16, Ohio

## Ease Part-time Rule in Mich. to Meet Emergency

DETROIT—The licensing of part-time agents in urban areas, frowned upon by the Michigan department for the past year, will be resumed as an emergency measure, since the War Manpower Commissioner in a recent directive has virtually forbidden the employment of male agents on a full-time basis in Detroit and other industrial areas in which the manpower situation is held to be critical. H. B. Thompson, director of the insurance department's life and fraternal division, clarified the matter in a communication to the Associated Life General Agents & Managers of Detroit.

### Seek Liberalized Ruling

Until now the department would not refuse applications for renewal of license to men who entered defense industries but it would not issue part-time licenses to men already in essential war industries. Since the WMC directive has practically cut off recruiting of full-time agents, several pleas have been made to the department for some liberalization of rule as regards to licensing

part-time agents during the emergency. The agency licensing division will now grant part-time licenses, at least during the emergency, and regardless of the size of the city in which the agent works. Application for part-time license on the basis of war employment will be denied only in those cases where the applicant is employed by a company directly engaged in war industry. The prohibition does not extend to employees classed as war essential industries.

### Pa. Federation Elects Directors

Three directors were elected at the quarterly meeting of the board of the Insurance Federation of Pennsylvania held under the auspices of the National Jr., North America group, was named for a full three-year term; Samuel B. Hadley, president Protected Home Circle, Sharon, Pa., to fill the unexpired term of the late Fred A. Service, former supreme solicitor of that society; and Ed. F. Stenz, vice-president Superior Life, Philadelphia, to fill the unexpired term of the late Hugh McAnany. Mr. Rush is vice-president of Indemnity of North America, Mr. Hadley past president National Fraternal Congress and Pennsylvania Fraternal Congress, and Mr. Stenz a leader in the life insurance field in Pennsylvania.

## Insurance Taxes to Be Discussed at Conference

The program for the annual conference on taxation to be held at the Jefferson Hotel, St. Louis, Sept. 11-13, will be of interest to insurance people. It is held under the auspices of the National Tax Association. There will be a round table on insurance taxation the evening of the first day, the presiding officer being O. M. Townsend, tax attorney Continental Casualty, Chicago.

Superintendent Scheufer of Missouri will talk on "Insurance Taxation in the State Economy." H. T. Svanoe, assistant counsel Northwestern Mutual Life, will have as his subject, "Cost to life insurance companies of tax compliance information at the source." Charles W. Tye, tax counsel Maryland Casualty, will speak on "Taxation by the state of insurance companies engaged in interstate commerce." The participants in the discussion will be O. R. Brown, John Hancock Mutual; G. L. Ekern, Ekern, Meyers & Matthias, Chicago; Roger Bennett, Massachusetts Mutual Life.

## Murphy Named as S. C. Commissioner

COLUMBIA, S. C.—Governor Johnson of South Carolina has appointed D. D. Murphy as insurance commissioner of South Carolina to fill the unexpired term of L. G. Benjamin, Jr., of Darlington, now in service. Mr. Murphy has been chief inspector of the department since 1938. Prior to his job as chief inspector he was in the insurance business.

He succeeds William Egleston, who is now in training in the marine corps and who had been named as Mr. Benjamin's successor. Mr. Egleston had a gentleman's agreement that he would resign should Mr. Benjamin return before the end of his term in 1946. The agreement resulted after Attorney General Daniel held that the 1941 law permitting leaves of absence for state employees did not apply to state officials elected by the legislature.

Mr. Egleston was recommended by Mr. Benjamin, who also recommended the appointment of Mr. Murphy.

Mr. Murphy was born in Charleston in 1903, but has lived in Columbia most of his life.



★ COMES NOW THE NEWS OF FRED STRIBY, KILLED IN ACTION IN FRANCE, JULY 8th, THE SECOND R & R BOY TO GIVE HIS LIFE FOR US.

\* \* \*

FOR SEVERAL YEARS, Fred managed our New York City office. Many of you in the seaboard states knew him well. He was a good boy. He came to us directly from school. R & R was his first and only job. His letters from English camps were interesting, full of plans for the future when peace would come. But peace came too late for Fred.

AGAIN THE ANCIENT CRY tortures us: "Must war be inevitable? Is the angel song 'Peace on earth' to be only a song? Can we never cleanse from our bloodstream this foul disease of war?"

HUMAN LIFE is so precious that it is priceless. Yet in almost every generation, tens of thousands of Fred Striby's and Bob William's are killed like flies on a summer day.

\* \* \*

UNTIL WE CAST the God of War down to hell—there will be no peace—for us or for our children—only an armed truce and then another war.

  
**PAUL SPEICHER**  
*Managing Editor*  
**THE INSURANCE**  
**RESEARCH & REVIEW SERVICE**  
 INDIANAPOLIS

# To: PROSPECTIVE GENERAL AGENTS

## "Do You Live in One of LNL's Open Territory Towns and Cities?"

IF you do, and if you are ambitious for a General Agency of your own, right in your own home territory, we may be able to offer you the opportunity for which you are looking.

Write in confidence for information on the territory in which you live. We are, however, interested only if your present company is unable to satisfy your General Agency ambition in your home area. Write to:

Agency Department

## THE LINCOLN NATIONAL LIFE

**INSURANCE COMPANY**

Fort Wayne



Indiana

*Geared To Help Its Fieldmen*

## EDITORIAL COMMENT

### The Bureau's Management Committee

Handed an assignment of the top importance, the newly created agency management committee promises to be a powerful and far reaching influence in raising the level of agency management and in finding the answers to problems that have thus far defied satisfactory solution. Its chairman, W. P. Worthington, vice-president and superintendent of agencies of Home Life of New York, has long been in the forefront of the movement to raise agency management standards, and has been vice-chairman of the bureau's compensation committee, of which the new committee is an evolution.

The transition from the specific problem of compensation to the broader field of agency management is entirely natural and is in itself indicative of the progress that has thus far been made. One of the findings of the compensation committee, confirmed by others who have interested themselves in the matter, is that compensation, while an important factor, is just one of several major factors in the broad problem of getting agencies to operate successfully. It didn't take long to find out that the finest compensation plan in the world would not make an agency successful unless at its head there was a man who had what has come to be called the "know-how." In fact, it would seem that a smart manager or general agent can build a successful agency even though handicapped by the worst type of compensation plan.

Chairman Worthington in commenting on the committee's objectives says that the plan is to hold frequent two-day meetings. On the first day a "guest consultant," such as a general agent, manager, supervisor or agency man, will tell how he is getting good results in developing full time career men. On the next day the committee will analyze these procedures to see what can be passed on to the business as a whole. This system should produce some really usable material. First of all, nobody is going to want to sit down with as keen a group of interrogators as this committee will be unless he really has

something to offer and unless his agency can be called successful according to modern standards. These standards mean more than just volume. They mean a group of career men making a comfortable living.

Devoting the second day to analysis of the guest consultant's procedures should assure that only the really usable parts of the system are passed on. Too often the star general agent or manager, like the star salesman, gives great credit to some feature of his system of work when actually the real credit should go to the man's personal magnetism, energy, and general efficiency. Just as one centenarian ascribes his great age to never taking a drink and another credits it to taking a drink whenever he felt like it — whereas, the real credit should go to his agility in traffic and his long-lived ancestors.

Another thing is that the average agency head has a reasonable amount of modesty and would rather put his finger on some definite and outstanding reason for his agency's success and not simply say, "Well, there's nothing special about the way we do. I guess it's just that I'm a smart operator."

There has never been any dearth of good ideas in the agency management field. The big problem has been to sift out the good ones from those that merely looked good and then to reduce them to their essence in a form susceptible of general use. One of the great accomplishments in the war effort that is producing the vast amount of war goods needed to beat Germany and Japan has been the training-within-industry program developed by experts from private industry under the sponsorship of the War Manpower Commission. Under the stress of war's urgency a practical program was worked out to retain new help, to keep them happy though working long hours at high pressure, and to evolve new and time saving short cuts in methods. The agency management committee has the opportunity of doing an equally needed type of job for life insurance and there is every prospect that it will do it.

### Separate Insurance Department

President W. M. Fambrough of the Georgia Association of Insurance Agents in his address before the annual meeting of that body recommended that insurance be entirely divorced from the various functions in the office of the comptroller general.

Georgia, like some other common-

wealths, felt that different governmental activities might be grouped under one head. That is an economic gesture and so far as some of the minor functions are concerned one office can readily take care of the demands.

However, insurance is a major function of state regulation. It contributes

materially to the state revenue. In fact, in many states, insurance is the second largest contributor, the biggest one being the motor vehicle tax bureau.

Wherever insurance has been bunched with other duties there have not been satisfactory results. People are entitled to the highest form of supervision. In-

surance companies contribute a large amount to the state revenues, and hence the taxpayers are entitled to the best in the way of protection. Many states that have had these groupings had insurance taken from such assemblage and made it one of the states' major departments.

## PERSONAL SIDE OF THE BUSINESS

Eric Johnston, Spokane, Wash., manufacturer and president United States Chamber of Commerce, has been a director of New World Life for 12 years. He has attended meetings regularly. His home is in Spokane where New World Life originally was located. Mr. Johnston has created much interest in his recent trip to Russia. His address at Moscow has been widely read. His new book, "America Unlimited," has been read by thousands.

Capt. M. H. Beach, formerly of Travelers actuarial department and now on leave of absence, has passed Part 4 of the examinations of the Actuarial Society of America. He took the examinations while on duty in England.

T. F. O'Keefe, Connecticut General, past president of the Detroit Association of Life Underwriters, became a grandfather three times within five days when twin daughters were born to his daughter Betty and a daughter was born to her twin sister Jane.

W. Ralph Jones, president of National Fidelity Life, has been appointed chairman of a war bond pay roll savings committee of the Life Underwriters Association of Kansas City.

R. E. Dineen, insurance superintendent of New York, had the unpleasant experience of being "rolled" on the train while en route from New York to Chicago for the meeting of the special commissioners committee on federal legislation. In the morning the porter found his trousers in the aisle and his pocket-book containing \$81 had been extracted therefrom. Mr. Dineen did not disclose whether he had purchased one of those personal property floaters which he just recently authorized to be sold in New York and which in I.M.U.A. companies gives \$50 coverage on money.

Mrs. Bruce M. Ashton, leading producer of Connecticut General Life at Salinas, Cal., has been requested to conduct another evening course in life insurance for the high school and junior college there. She served as chairman of the women's section of the San Francisco Life Underwriters Association in 1943-1944 and is a member of the Quarter Million Round Table.

Byron S. Griffith, ordinary general agent for American National, is the first resident of Galveston county ever to qualify as a member of the Million Dollar Round Table. In addition to his personal production of \$1,000,000 the past year he has continued to manage a successful general agency and lead his company in personal production.

Alfred MacArthur, president of Central Life of Illinois, has been elected a director of the Chicago & Eastern Illinois railroad.

One of the qualifiers for the National Field Club of Mutual Life is a 71-year-old great grandmother, Mrs. Georgia A.

Hoss of Tillamook, Ore. She has been with Mutual Life since 1914 and has been a widow about 37 years. She has 16 grandchildren and two great grandchildren.

President E. O. Burget of Peoples Life of Frankfort, Ind., who has undergone a long siege of disability on account of a serious accident that overtook him, is gradually getting back into form. He goes down to his office part of two days each week. Mr. Burget has passed through a frightful siege. He anticipated being back on the job in September in a more or less regular way.

## DEATHS

Fenton W. Morgan, general agent in Waco, Tex., for Republic National Life, died at his home there from a heart attack following a year of failing health. He had been connected with Republic National three years.

Cecil A. Gillis, 51, superintendent of the Milwaukee south side district of Prudential, died there after a short illness. He became associated with Prudential in 1916.

T/Sgt. Edwin W. Smith, an agent of Industrial Life & Health in Nashville before joining the AAF, has been reported killed in a plane crash in New Guinea. He was awarded the Air Medal last November, after completing 50 missions.

Phineas M. Henry, vice-president and general counsel of Equitable Life of Iowa, has been notified by the War Department that his son, Capt. Phineas M. Henry, Jr., was killed in action in France, July 30. Capt. Henry attended Harvard law school and practiced law in his father's office in Des Moines until he enlisted in the army in 1941. He was in command of a company that took part in the capture of Cherbourg. Another brother, Lt. Patrick Henry, is in the army air force stationed at Shepard Field, Tex.

Wynant D. Vanderpool, 69, of Morristown, N. J., long a director of American, Mutual Benefit and Bankers Indemnity, died suddenly while watching a tennis tournament.

James P. O'Hara of Eau Claire, Wis., general agent of the Great Northern Life and one of its leading field men, died the other day.

Winfield S. Wales, 61, manager of a policy division of John Hancock Mutual Life at the home office, died from a heart attack at his home in Roxbury, Mass. He had been with the company 42 years.

Clifton M. Heaton, 67, assistant counsel of National Life of Vermont, died in Montpelier at Heaton Hospital, an

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. Associate Editors: D. R. Schilling, J. C. O'Connor, Editors: F. A. Post, C. D. Spencer.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704. BUSINESS DEPT.: John F. Wohlgemuth, President. Howard J. Burridge, Vice-President and Secretary. John Z. Herschede, Treasurer.

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XUM

institution founded by his grandfather. He was president of the Montpelier Savings Bank & Trust Co., and a former member of the Vermont legislature. He had been on the National Life staff since 1914.

He was educated at the University of Vermont and Boston University law school. After a few years of practice of law in Montpelier he went to Topeka, to serve as attorney for the Merriam Mortgage Company, and he remained with the firm until 1914 when he became associated with National Life. He was an expert in investment titles.

**W. M. McDaniels**, 50, one of the leading producers of the K. A. Luther agency of Aetna Life in New York City, died suddenly at his home in Yonkers, N. Y. He joined the former Baker-Shaw agency of National Life of Vermont in New York City in 1929, becoming its leading producer. He joined the Luther-Keffer agency of Aetna Life in 1932, leaving in 1934 to become production manager of the J. E. Bragg agency of Guardian Life of New York. He returned to Aetna as a personal producer in 1938.

**Mrs. Clarinda A. Chalgren**, mother of Paul Chalgren, Minneapolis manager of Mutual Trust Life, died at the age of 63.

## COMPANIES

### Conn. Mutual Passes Half Billion Assets

Connecticut Mutual Life has passed the half billion mark in assets. June 30 the assets were \$521,786,534. In 1922 the company reached \$100 million; \$250 million was reached in 1935, and assets grew another quarter billion in the next nine years. At the end of last year, the company ranked 15th in admitted assets among companies in the U. S. and Canada doing ordinary business only. It now has \$1,262,047,501 life insurance in force, increase \$36,211,569 since Dec. 31.

### Reeder to Missouri Ins. Co. as V.-P. and Actuary

J. D. Reeder, for 1½ years chief actuary of the Illinois insurance department, has gone with Missouri Insurance Company at St. Louis as vice-president and actuary.

Mr. Reeder has been in actuarial work since his graduation from the University of Michigan in 1918. He served for two years as actuary of Provident Life & Accident, for six years was secretary of the reinsurance department of Lincoln National Life and for about seven years was actuary of Aid Association for Lutherans, Appleton, Wis. While in that post he served as president of the Fraternal Actuarial Association.

He has done consulting actuarial work, spent six years as actuary for the North Carolina insurance department, and has gained wide experience from department contacts and in the life companies with whom he has been associated.

### Hoffman N. Y. Life Director

Paul G. Hoffman has been elected a director of New York Life. He is president of Studebaker Corporation and chairman of the Committee for Economic Development.

### Life & Casualty to Build

Immediately after the war, Life & Casualty intends to construct a new 10-story office building on a site which it already owns in Nashville.

### A. W. Webb Assistant Secretary

Shenandoah Life has appointed Ambler W. Webb assistant secretary. He is a graduate of National Business College and has been with the company nine years, as bookkeeper in the accounting

and agency departments, and for the last few months as a department supervisor in the statistical department. He is vice-president of the Shenandoah Life Employees Club.

### Campbell Chief Officer

Hal P. Campbell has been elected chief executive officer of Great Lakes Insurance Company of Elgin, Ill., in addition to his duties as superintendent of agents.

### Bailey Clark Advanced

Bailey Clark has been promoted to assistant manager of the underwriting department of American National. Before joining that company 10 months ago he was with Ohio National Life 19 years, 13 years as chief underwriter.

**Walter A. Draper**, president of Cincinnati Street Railway Company, has been named a director of Ohio National Life.

**Ocidental Life**, California, has been licensed for life and accident and sickness insurance in West Virginia.

## CHANGES

### Doffs Uniform, Joins Mutual Benefit in St. Louis

Ira Fischer, who has been relieved from active duty as captain of the army air corps, has joined the John H. Leaver agency of Mutual Benefit Life at St. Louis. He will be primarily interested in personal production but he will also assist in developing and training new organization. He is a past president of both the St. Louis Life Underwriters Association and Managers & General Agents



Ira Fischer

Association. He was at one time general agent of Penn Mutual and also served as supervisor for Mutual Life. His father was at one time general agent for Northwestern Mutual and Ira Fischer's first connection was with that company.

### Wilson N. Y. Life Agency Director in Johnstown

W. G. Wilson has been appointed agency director of the Johnstown, Pa., branch of New York Life. He joined the company as agent in 1925 and since 1927 has been agency organizer at Reading and Harrisburg and the Philadelphia clearing house, and agency director at Harrisburg. He is a graduate of Lafayette College.

### Washington National Makes Several Changes

Washington National has transferred D. J. Boyle, manager at Omaha, to Chicago as manager of district 3, where he formerly worked as agent and superintendent. Superintendent H. P. Holmes of district 4, Chicago, has been made manager at Omaha.

S. Mead, manager at Montclair, N. J., has been transferred to Washington, D. C., district. He has been with the company more than 10 years as agent, superintendent and manager. C. P. Mergaro, superintendent at Newark, becomes manager there, replacing Mr. Mead. He has been with the company 11 years as agent and superintendent.

### Prudential Names Worley Birmingham Superintendent

Prudential has promoted Arthur R. Worley to superintendent at Birmingham, Ala. He joined the company in

Birmingham in 1932, became assistant superintendent in 1933, and was transferred to Nashville in 1939.

He succeeds Thomas J. Huey, long prominent in association activities in Alabama, who recently became executive vice-president of the newly formed Employers Life of Birmingham.

### Col. Sherrill with National

Col. Clarence O. Sherrill, 11 years city manager of Cincinnati, has joined the Cincinnati agency of National Life of Vermont, of which his son, C. Caldwell Sherrill, is general agent.

An honor graduate of West Point, Col. Sherrill served as a senior military aide to Presidents Harding and Coolidge. In the former war he was chief of staff of the 77th division, receiving the Distinguished Service Medal and the Croix de Guerre.

### Backer Occidental Ariz. Manager

Lloyd C. Backer has been appointed Arizona state manager for Occidental Life of California, with headquarters in Phoenix.

For 16 years he was assistant manager of the home office agency of Aetna Life. He has been general agent in Phoenix for Mutual Life of New York. He started his insurance career 35 years

ago in the actuarial department of Travelers at Hartford.

**Harry C. Harper** has been promoted to superintendent in San Pedro, Cal., by Prudential. He started with Prudential in Santa Monica in 1931 and became assistant superintendent there in 1934.

## SALES MEETS

### Sales Parleys Are Scheduled by Northwestern Mutual

MILWAUKEE—Several home office officials of Northwestern Mutual Life are participating in sales conferences of general agencies and the windups of contests between general agencies in various sections during the coming weeks.

Ray J. Dolwick, assistant director of agencies, spoke on "Stepping Up Your Sales Power" at the meeting of the C. R. Garrett general agency of Peoria, Ill., held at Starved Rock lodge. Frank A. Malloy, assistant secretary, discussed the



### We Are Interested in the Success of Our Men

Not the least important of the factors which make Commonwealth fieldmen successful as career life underwriters is the ever-present desire of Commonwealth management to see that its men in the field capitalize on their capabilities and make the most of their opportunities.

Commonwealth is constantly translating this desire for the individual success of its fieldmen—both industrial and ordinary—into tangible assistance—modern, streamlined sales promotion material; more saleable policies; better educational facilities; most advanced compensation plan (Commonwealth's famous PLUS CONTRACT!), and complete information of both company and the business as a whole through Commonwealth's own monthly magazine.

And backing up these tangibles is the "success spirit" evident to every man in the field in every contact with Commonwealth home office personnel.

Where Quality Men are building Quality Volume

**COMMONWEALTH**  
*Life* INSURANCE CO.  
MORTON BOYD, President

HOME OFFICE \* LOUISVILLE

uses of special forms to meet specific problems and needs.

Mr. Malloy will also address the joint conference of agents of Milton Koch, Lincoln, Neb., and K. M. Snyder, Omaha, with the latter as host, Aug. 28.

When the general agents, each with his three leading producers, gather at Roaring Gap, N. C., for the finale of the annual all-southern feud contest, Mr. Dolwick will represent the home office. Participating are the general agencies of Luther Allen, Atlanta; E. T. Proctor, Nashville; W. Tolar Nolley, Richmond, Va., and L. W. Norton, Durham, N. C.

At the climax of the New England crusade contest at Oyster Harbor, Cape Cod, Mass., Sept. 8-10, the following general agencies will participate: W. B. Cushman, Portland, Me.; Glenn B. Dorr, Hartford; Willard Momsen, Boston; E. T. Lothgren, Providence; G. Brady Buckley, Springfield, Mass., and V. D. Griffin, Manchester, N. H. Mr. Dolwick and J. N. Lochemes, superintendent of new business issue, will attend.

The Clyde Law general agency of Wheeling, W. Va., will meet at Jackson's Mills, Sept. 8. In addition to Mr. Malloy, the home office will also be represented by Jerome Boyer, assistant superintendent of claims, speaking on death cases involving claims and income settlements.

#### Murphy Tours Texas Agencies

Robert Murphy, vice-president and director agencies of California-Western States Life, accompanied by Balle T. Cantrell, Texas supervisor, has just completed a tour of Texas agencies and a series of sales conferences.

#### Penn Mutual Course in Peoria

PEORIA, ILL.—The new Program sale presentation plan of Penn Mutual Life was introduced at a school here. Harry G. Walter, manager of the Frederick A. Schnell agency, conducted the course.

Walter N. Hiller of the Stumes & Loeb agency of Penn Mutual in Chicago spoke at an outing on the "Stock Retirement Plan." Frank O. Donaldson, assistant to the vice-president at the home office, attended the closing session.

More than 60 representatives of Life & Casualty attended a dinner in Jackson, Tenn., in observance of the 32nd anniversary of District Manager J. C. South with the company. Sidney F. Keeble, general counsel, was toastmaster and Miss Era Emmons, also from the home office, spoke on "Organized Effort in an Unorganized World."

## ASSOCIATIONS

### New Markets Are Challenge to Agent

DALLAS—New, tremendous markets offer a challenge to the agent who wishes to do his job well, John A. Witherspoon, vice-president Volunteer State Life, declared before the Dallas Association of Life Underwriters. He was introduced by Cecil Woods, Volunteer State president.

In reporting today's opportunities, Mr. Witherspoon emphasized that there is currently a tremendous market for life insurance among women. "Women hold one-third of the jobs today," he said. "There are 16,000,000 women employed, many for the first time. Very few of them own life insurance, and practically all of them have problems in saving money."

Two other big markets are juvenile life insurance and tax selling.

#### Conn. Leaders Round Table Holds Its First Meeting

The Life Underwriters Leaders Round Table of Connecticut, a new organization with 36 charter members, had 26 members in attendance at its first meeting. John Kellam, National Life, New Canaan, a life member of the Million Dollar Round Table, had charge of the first program, on "Estate Planning." He was assisted by W. C. Fenniman, Phoenix Bank & Trust Company, Hartford, and Francis P. McGuire of the Connecticut General Life's legal department.

Sherwood S. Ebert of New Haven is chairman of the Round Table; Frank L. Crowell, Norwich, assistant chairman, and Glenn S. Allison, Bridgeport, secretary-treasurer.

#### Brogan Named Secretary of Michigan Association

LANSING, MICH.—Harold C. Brogan, Ohio National Life, Lansing, has been chosen by the directors of the Michigan Life Underwriters Association as secretary-treasurer, succeeding Herbert B. Thompson, now director of the life division of the insurance department. Mr. Brogan has been very active in state association affairs. He served as president two years ago and has been in de-

mand as a speaker at local association meetings.

#### New Library in Detroit

DETROIT—The Detroit Life Underwriters Association is collecting an insurance library which will soon be available for reference at the association headquarters at 622 Book Cadillac Hotel, with H. N. Phillips, group manager Sun Life, heading the committee in charge. Nucleus of the library will be the insurance library of the Detroit C.L.U. chapter, now housed at the Rackham Memorial Hall, which the chapter has turned over to the library committee. The chapter has also contributed \$100 with which to purchase additional volumes. Mr. Phillips hopes to have a library of some 200 volumes ready for use in September.

LANSING, MICH.—About 35 members enjoyed the summer outing at the "Rancho Glassbrook," summer place of N. E. Glassbrook, central division manager Ohio National Life.

BLUEFIELD, W. Va.—B. A. Wilkinson and Lee E. Baldwin spoke on the value of membership in the organization and its code of ethics.

A letter of commendation from the Treasury Department on bond sales was read.

OKLAHOMA CITY—The directors have appointed William J. Newblock, Travelers, secretary to succeed Ralph Rice, Prudential, who has been made manager in Philadelphia. J. Glen Talbert, Metropolitan Life, was appointed member of the board to succeed the late John Fredrickson, John Hancock Mutual.

## NEW YORK

#### SELLS PENSION PLAN

Leo Salomon of the A. V. Youngman agency of Mutual Benefit Life in New York City has developed a pension plan which has been purchased by S. Stroock & Company, manufacturers of fine woolens. All employees who have been in the service of the company for five years or more are eligible. The entire cost is being borne by the corporation. About 200 lives are involved.

#### 1944 ALMANAC PUBLISHED

The 1944 edition of the Insurance Almanac has come from the press of the "Weekly Underwriter." This is a volume of 1,214 pages that contains a wealth of information on insurance companies of all classes, insurance personalities, organizations, insurance departments. It contains statistical material

and is a most useful insurance reference book.

#### JULY SALES UP IN NEW YORK

Sales of ordinary in July in New York City, as estimated by the Sales Research Bureau and released by the New York City Life Underwriters Association, were \$56,671,000 as against \$49,024,000 for July, 1943.

#### Equitable Society Names Woman as Officer

Mrs. Grace W. Jordis has been appointed assistant secretary of Equitable Society. She has had 15 years experience in positions of responsibility and importance and in recent years has been associated with the work of Secretary Alexander McNeill. She is the first woman to become an officer of Equitable.

#### Mutual Life Modifies Rules for Returning Veterans

Mutual Life has issued instructions to agents that returning service men "always should be advised to continue their government life insurance, and under no circumstances should they be advised to replace it with new insurance in this or any other company."

Mutual Life has repeatedly urged, in the past, that all men in service should take the full limit of government insurance and it feels equally strongly that they should keep it in force.

On Mutual Life policies held by service men, extra time for payment of premium is granted if lapse has occurred because allotment to pay premiums was terminated when the veteran was returned to civil life. Payment of amount due will be accepted if paid within 30 days of the date the policyholder is informed of the termination of premium allotment.

Mutual Life is accepting monthly premiums of less than \$5 from ex-service men until the next policy anniversary. Afterward, arrangement will be made for payment of premiums under the regular rules. The company heretofore accepted premiums on such a basis only through government allotment or under a salary savings arrangement by pay roll deduction.

#### Actuarial Society Meet Off

The Actuarial Society of America has cancelled its fall meeting scheduled for Oct. 26-27 in New York City. The spring meeting was also cancelled. Last year the spring meeting was called off but the fall gathering, which is the annual meeting, was held.

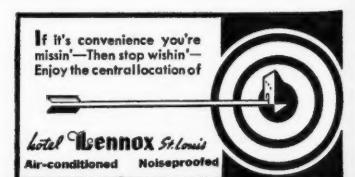
## A Service Record



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INSURANCE IN FORCE, 727 MILLION DOLLARS

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ASSETS, 241 MILLION DOLLARS

# LIFE

## INSURANCE COMPANY

HEAD OFFICE:  
TORONTO, CANADA  
Established 1867

August 25, 1944

## LIFE INSURANCE EDITION

9

## Outline Program of Unselfish Aid to All Service Men

A program for returning service men that is not a recruiting program but which seeks to help the man get placed in the civilian occupation in which he is most likely to succeed is announced by Northwestern National Life.

The program, designed to help the man who may be uncertain about his personal post-war plans as well as the man who definitely wants to rejoin the company's agency forces, is outlined in a brochure which has been sent to all field men in the armed forces, with a letter from President O. J. Arnold.

"While self-interest might suggest the company should aim to induce every field man now in service to resume his career with Northwestern National (and the more who desire to return, the more gratifying it will be to me personally), the opportunity to build Northwestern National's agency manpower to high levels after the war is not the motivating idea behind this program," the letter says. "This is not a recruiting program. The real objective is to see to it that you find the spot where your abilities and interests may be most fruitfully used to your own and your family's best welfare—whether that be with Northwestern National or in some new field of endeavor."

The program has three phases:

(1) Vocational guidance to help field men in service decide correctly on the

most promising type of post-war career fitted to their interest and aptitude. The company will prepare for each man a complete analysis of his earnings prior to going into service, together with a market analysis, analysis of production frequency and average sale and other pertinent data. It has arranged for each returning man to take vocational interest tests prepared and analyzed by Dr. Edward K. Strong, Jr., head of vocational interest research at Stanford University.

(2) Reestablishment with Northwestern National for those who return, offering re-training at a home office school after an adjustment period of 60 to 120 days. This will be followed by special service compensation during a stabilization period of one year, in recognition of the special service required to re-contact and review the status of their clients.

(3) Assistance in placement for men who decide on a new career, with employment agency fees paid by the company.

The company is undertaking a canvass of its operating territory to uncover other firms who will exchange data on their employment needs.

This three-point program also applies to all home and branch office employees in service, except for the special service commission. Salaries of employees who left for service will reflect increases made in their absence for the type of work involved so that no employee in the armed forces will have lost out on normal advancement while in service. In the case of employees also, the 40-day reapplication period in the selective service act is waived and the program

will be held open and available to any service man who elects to take advantage of the educational provisions under the G. I. bill of rights.

"The real problem involved," Mr. Arnold said, "is one of seeing to it that all these men whose careers were interrupted by the war are properly re-established in civilian life, whether or not it be with, and for the benefit of, Northwestern National."

### Collins in Charge of Agency

Charles F. Collins, secretary of the agency department of New England Mutual Life in the home office, temporarily has been assigned in charge of the Julius H. Meyer agency in Chicago following Mr. Meyer's death in his sleep. G. S. Perino, company auditor, also temporarily is assigned to the agency. Mr. Collins, a Harvard graduate, has been with New England Mutual for 30 years in various capacities.

### Tracy Handles Peters Agency

L. Wheeler Tracy, agency organizer, now is in charge of the Bankers Building branch of New York Life in Chicago for duration, since Aubrey Peters,

## IN U. S. WAR SERVICE

William S. Hendley, Jr., of Columbia, S. C., has been promoted to captain in the army. A son of William S. Hendley, Sr., manager at Columbia of Mutual Life, he was associated with his father in the operation of the agency until he entered the service three years ago. He is now stationed in England.

First Lt. Kenneth W. Young, formerly assistant cashier of the Savannah, Ga., agency of Mutual Life, was seriously wounded in France.

James M. Hamilton, army chaplain, whose work on the battle fields of France, has been eulogized in news dispatches, formerly was West Hollywood, Cal., representative of the John W. Yates agency of Massachusetts Mutual Life.

agency director, entered the service. Mr. Tracy went with the company as an agent in 1932 and for a number of years has been agency organizer of the La Salle Street branch in Chicago. He is a C. L. U.



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Like many other good companies, The Life Insurance Company of Virginia provides educational facilities for agents and encourages the study that leads to proficiency in a life insurance career. Through knowledge of the many ways in which life insurance can give real heart-warming service, the capable life insurance man fits himself for a useful career.

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**Shenandoah Life**  
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STRONG

PROGRESSIVE

## N.A.L.U., Round Table Speakers

(CONTINUED FROM PAGE 1)

Philadelphia, chairman of the round table, announces.

The first session to be held Thursday afternoon, Sept. 14, will be greeted by Grant Taggart, California - Western States Life, Cowley, Wyo., a past chairman of the Round Table who will speak on "The Round Table as an Incentive."

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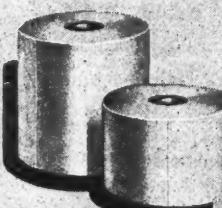
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Denis B. Maduro, New York attorney, will follow with a talk on "The Case of the Reamed Renewals."

An "Estate Analysis Clinic," under the direction of Jacob W. Shoul, Mutual Life, Boston, has been scheduled with Theodore Widing, Provident Mutual, Philadelphia, Elmer C. Moore, New York Life, Wichita, and William M. Werber, New England Mutual, Washington, participating.

The "Business Insurance Clinic," under the direction of Paul W. Cook, Mutual Benefit Life, Chicago, will feature John O. Todd, Northwestern Mutual, Chicago; Raymond W. Frank, State Mutual, Chicago; J. Weldon Currie, Mutual Benefit Life, Mr. Maduro, Paul H. Dunnigan, Canada Life, Minneapolis; Isaac S. Kibrick, New York Life, Boston.

The morning session of the Friday, Sept. 15 meeting will be devoted to a discussion of "The Field of Employee Benefit Plans"—Part I, under the direction of John R. Mage, Northwestern Mutual, Los Angeles. Mr. Maduro will play an important part in the discussion and will cover four main points. Others participating will be John M. Pfeil, Equitable Society, Pittsburgh, Harry T. Wright, Equitable Society, Chicago, Louis Behr, Equitable Society, Chicago, Esmond B. Gardner, member of the bar and second vice-president, Chase National Bank, New York, and Morgan H. Alvord, assistant actuary Connecticut General.

Mr. Ostheimer will preside at the afternoon session in the discussion of employee benefit plans—Part II. Mr. Maduro will again be keynote speaker and will cover five phases of this field. Mr. Gardner will also speak on the afternoon session. In addition, Lambert M. Huppeler, assistant director of agencies, Massachusetts Mutual Life, and D. N. Warters, vice-president and actuary Bankers Life of Iowa, will participate.

The nominating committee of the

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The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and saleable policies—diversified policies—Life, Accident and Health.

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round table reports as follows the executive committee for 1945:

For chairman, John E. Clayton, Massachusetts Mutual, Newark; vice-chairman, Louis Behr, Equitable Society, Chicago; members, Harold S. Parsons, Travelers, Los Angeles and Paul H. Dunnigan, Canada Life, Minneapolis. Mr. Ostheimer, being the retiring chairman, automatically remains as the fifth member. Ron Stever, Equitable Society, Los Angeles, who was chairman 1942-43, goes off the committee. Mr. Dunnigan is the new member.

Mr. Ostheimer announces that at the business meeting to be held on the afternoon of Sept. 15, 11 amendments of the constitution and by-laws will be proposed. A detailed explanation will accompany the proposed amendments before they are put to a vote.

### War Service Bureaus Perform Useful Work

(CONTINUED FROM PAGE 1)

are not paid by governmental allotment or the policies are not under the protection of the soldiers' and sailors' civil relief act. Most of this work is handled through the medium of correspondence.

Whenever the company has reason to believe a policyholder is going into the armed services, a booklet is sent to him. The first page contains a letter over the signature of Executive Vice-president A. E. Patterson informing the policyholder of his rights and privileges in connection with continuing premium payments, and pointing out that most policies now in force contain certain favorable provisions which are no longer available in contracts currently issued, and that for this reason and because of the added risk of war the policies have an added value and should by all means be kept in force.

In line with its general policy of speeding up answers to letters from policyholders, the Mutual Life war service bureau makes it a cardinal point to get back an answer as fast as is possible.

Mutual has just issued a set of instructions to its field force on helping the discharged service man with his insurance problems.

### PENN MUTUAL PLAN

The Penn Mutual war service bureau, of which Frank B. Runyon is director, functions in all home office departments touching the interests of policyholders who are in the service, or their families. Special war service bureau stationery is used in all correspondence with them and with government departments or agencies. The problem of crossing departmental lines of authority and the determination of policy were readily solved by the appointment of an advisory committee to work with Mr. Runyon. This committee consists of representatives of the actuarial, claim, comptroller's and underwriting departments. Like other companies' war service bureaus, the Penn Mutual not only aims to inform its policyholders who are in the service but to educate the field organization as well, thereby equipping them to render better service. For example, Penn Mutual has issued two booklets for agents, "Answers to Servicemen's Questions," and "Wartime Procedures to Expedite Payments of Death Claims."

Soon after the bureau was organized it was felt that an accurate record of all policyholders in the service should be compiled which led to the creation of a war service file. All Penn Mutual agents were asked to fill in a blank giving information about policyholders in the service. Agents were also asked to notify the war service bureau of policyholders being discharged from the service.

One use of the war service file has been to permit the company to send its policyholders in the armed services information on a variety of subjects di-

rectly affecting their interests and the interests of their families. Currently the number of policyholders listed in the file is very close to 30,000, an increase of nearly 5,000 since last March. Having the war service file made it possible for President John A. Stevenson last Christmas to send a Christmas message to all policyholders in the service.

Within the course of the next few weeks the war service bureau contemplates publishing a second supplement outlining in detail the provisions of the service men's readjustment act of 1944, commonly known as the G. I. bill of rights.

## POLICIES

### Great-West Now Writes Deferred Annuity

Great-West Life is writing a single premium deferred annuity on the non-participating plan. Income may commence at any time after the end of the first year but not later than the end of the 50th policy year, providing annuitant is at least 40 and not more than 80. In addition to the bases of payment shown below, the income may be paid as a joint and survivor annuity, with income level or reducing by one-third upon first death.

#### Cash Values

Cash values exceed the single premium after four years and more than double the premium at end of 35th year. Death benefits prior to maturity is the premium or cash value, whichever is greater.

The following table is the monthly

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#### AVAILABLE

For position of responsibility in Portland, Oregon in all fields of insurance production, administration preferred, where a background of 20 yrs. successful insurance, executive, promotional and legal experience can best be utilized. College educated in law. Married, age 43, has car. Honorable discharged from Marines. Sound in body and health. Address Box W-75, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

#### ACTUARY

Full time services of actuary desired by firm operating in California. Experience with insurance company desirable but not necessary. Give complete details on experience and educational qualifications. All replies confidential. Address W-59, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

**ACTUARY:** Services of actuary needed by established New York City firm to make annual valuations of governmental and industrial pension funds. If interested in considering position kindly address Confidential Reply to M. A. B., 150 Nassau Street, New York 7, N. Y., for further details.

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income per \$1,000 of cash surrender value:

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			40	50
3.79	3.58	3.76	40	3.50
3.86	3.63	3.82	41	3.56
3.93	3.68	3.88	42	3.61
4.00	3.74	3.95	43	3.67
4.07	3.80	4.02	44	3.73
4.15	3.85	4.09	45	3.79
4.24	3.91	4.17	46	3.86
4.33	3.98	4.25	47	3.93
4.42	4.04	4.33	48	4.00
4.51	4.11	4.42	49	4.07
4.61	4.18	4.50	50	4.15
4.72	4.26	4.60	51	4.24
4.83	4.33	4.69	52	4.33
4.95	4.41	4.79	53	4.42
5.07	4.50	4.90	54	4.51
5.20	4.59	5.00	55	4.61
5.34	4.68	5.12	56	4.72
5.48	4.77	5.23	57	4.83
5.63	4.87	5.35	58	4.95
5.80	4.97	5.48	59	5.07
5.97	5.08	5.61	60	5.20
6.15	5.20	5.74	61	5.34
6.33	5.31	5.87	62	5.48
6.54	5.43	6.01	63	5.63
6.75	5.56	6.15	64	5.80
6.97	5.70	6.30	65	5.97
7.21	5.84	6.45	66	6.15
7.46	5.98	6.60	67	6.33
7.73	6.14	6.76	68	6.54
8.01	6.30	6.91	69	6.75
8.31	6.47	7.07	70	6.97
8.64	6.65	7.23	71	7.21
8.98	6.84	7.38	72	7.46
9.34	7.04	7.54	73	7.73
9.72	7.24	7.69	74	8.01
10.13	7.46	7.84	75	8.31
10.56	7.69	7.98	76	8.64
11.03	7.92	8.12	77	8.98
11.52	8.18	8.26	78	9.34
12.05	8.45	8.39	79	9.72
12.61	8.73	8.51	80	10.13

## Reduce Area of Difference

(CONTINUED FROM PAGE 2)

Mr. Stone in his presentation emphasized the importance of the commissioners getting their attorneys general to join in the petition for a rehearing. He said there are only two ways in which the status quo ante can be brought about. One is by a reversal of the Supreme Court decision in the S.E.U.A. case and a new decision in line with the Paul vs. Virginia holding that insurance is not commerce. The other way absolutely to restore the status quo ante is by constitutional amendment. That, however, is impracticable.

### Four Laws Affect Insurance

The first question then is, he said, if a rehearing cannot be obtained what federal laws are there regulating commerce that automatically affect insurance? These, he said, are the Sherman and Clayton anti-trust laws, the federal trade commission act and Patman-Robinson act. Under the FTC act, he said, the commission can go into any enterprise in the country on its own initiative or on complaint. It doesn't have to be on account of a practice that has been held to be illegal. Anything that occurs to the commission as unfair can be tackled. If federal trade commission can do that to insurance, state regulation in that field is nullified, he contended. For instance, the commission can say that the annual statement forms as required by the state are inadequate and the commission could issue a cease and desist order. Or the FTC might say that certain commission rates are unfair. They could investigate anything that is done in the insurance business. There is some doubt whether the Robinson-Patman act applies to insurance because it applies to goods, wares, commodities, etc., and it might be held that insurance is not a commodity.

The Bailey bill, Mr. Stone stated, does not go far enough.

Mr. Stone disclosed that the Association of Casualty & Surety Executives has undertaken studies looking to the possibility of preparing a model draft bill for rate regulation, but he emphasized that this is a monumental task and is not likely to be completed for some time.

There was a good deal of discussion during the week of the possibility of getting up recommended legislation under which Congress would declare its

intention to keep hands off insurance regulation and state that it is the policy of Congress to sanction the existing state system. However, the consensus seemed to be that such a declaration would be no more than a scrap of paper because of the legal theory that Congress cannot surrender any constitutional power that it possesses.

Although the main interest was in the attitude of the stock fire and casualty group, American Mutual Alliance and the life people and a number of other interests were represented and some diverse views were expressed. Mr. Jacobs at the open session stated that he is opposed to federal legislation that does more than exempt insurance from the application of specific acts regulating commerce. No positive regulation should be encouraged by the industry, he contended. He argued that federal legislation authorizing state control of insurance is unnecessary and if such were adopted it would amount in effect to federal legislation. The federal trade commission act and the anti-trust laws, he observed, would not regulate insurance, they would merely forbid certain things. They do not affect state supervision, he contended, and the great threat is further federal regulation of a positive nature.

Mr. Jacobs expressed the belief that Senator O'Mahoney of Wyoming, leading Congressional foe of the Bailey bill, is in reality an exponent of federal regulation.

### Permitting Concert of Action

Mr. Jacobs said that despite protestations of O'Mahoney that he is a states rights man he is advocating permissive federal legislation under which Congress would undertake to define rather precisely in what areas the state might continue to regulate. Mr. Jacobs admitted that it is not O'Mahoney's own words but the construction that can be put on them that leads to his belief that O'Mahoney's policy would be the equivalent of federal regulation. O'Mahoney, he said, takes the position that insurance is in no different position from any other industry except that he recognizes that some concert of action is necessary but this should be under the supervision and control of federal legislation. Mr. Jacobs contended that any legislation by Congress to validate and sustain state con-



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### Where do I go from here?

That is the question being asked by the thousands of men now being mustered out of the armed services every month.

A million and a half men have already received honorable discharges since Pearl Harbor. Their return to civilian life presents a real problem in readjustment, and most of us want to help in its solution.

New England Mutual, in its national magazine advertising, is offering a comprehensive booklet, "Information for Demobilized Veterans," and has published a plan to help communities establish citizens' advisory committees and veterans' information centers which will aid the veteran in his transition.

Its own general agents and field representatives are cooperating whole-heartedly, and the company suggests that this is a civic undertaking with which every life underwriter could well identify himself.

Veterans need factual, and impartial, information about maintaining and converting their National Service Life Insurance. In making your specialized knowledge available without obligation, you will be performing a worthwhile public service.



One of America's  
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*Not too large to give personal attention to individual agents.*

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## PENNSYLVANIA

**FRANK M. SPEAKMAN**  
 CONSULTING ACTUARY  
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 E. P. Higgins  
 THE BOURSE      PHILADELPHIA

trol of insurance would amount to federal control and such should be discouraged.

Mr. Jacobs did not make an outright endorsement of the Bailey bill. He said that it is unobjectionable and likewise exempting insurance from the federal trade commission act would be proper. Mr. Harrington asked Mr. Jacobs his opinion as to what the effect would be in a state that has no rate regulation law if the Bailey bill failed to pass. Mr. Jacobs expressed the opinion that the voluntary rate making operations of the insurance companies would be subject to the anti-trust laws and he declared the defense is for the state to enact rate laws. In this connection he declared that the setting up of the District of Columbia Rating Bureau by Congress, acting as a state legislature, implies an absence of intention on the part of Congress to take control of insurance but to do the same thing that the states are doing. The whole trend of Congress presently, is away from federal control.

### Position of Henry Moser

Henry Moser of Chicago, counsel for Allstate and Allstate Fire, submitted a brief and made an appearance before the Graves committee. It is understood his main contention is that a federal law should be enacted permitting insurance companies under the aegis of the state to exchange statistical information and pool their experience for information purposes only. It would be up to the individual insurer to make its own decisions as to its rates.

W. M. McConnell, Chicago attorney, made an eloquent appeal for opposition to the Bailey bill. He is the attorney for the Insurance Brokers Association of Illinois and brought the anti-trust action against the Chicago Board of Underwriters that was dropped after E. L. Williams got the Chicago Board radically to amend its rules to satisfy Mr. McConnell and his clients.

Frank P. Lavin of Chicago, vice-president of the National Association of Insurance Brokers, told Mr. Graves that the national organization is committed to the Bailey bill and is opposed to the Illinois brokers' position.

W. H. Kreidler of Cincinnati, member of the conference committee of the National Association of Surety Bond Producers, was on hand to reinforce the statement of his group that unless uniformity is brought about in the realm of countersignature laws his association favors federal regulation of insurance.

Frank G. Dickinson of the University of Illinois, president of the American Association of University Teachers of Insurance, submitted a brief and made an appearance before the committee supporting state supervision.

Fred A. Moreton of Salt Lake City, president, and Walter H. Bennett, counsel of the National Association of Insurance Agents, were present but did not take an aggressive position. The N.A.I.A. had filed a letter stating that it endorses the Bailey bill. Philip Baldwin of Washington, president National Association of Mutual Insurance Agents, was present accompanied by Emmett V. Thompson of the Thompson, Kincaid, Hill, Powers agency of St. Louis. The mutual group is urging that the commissioners and the industry accept the invitation of Senator O'Mahoney to work out a program with his help.

In his letter to the Graves committee, Mr. Moreton stated that the N.A.I.A. in its method of doing business is not in conflict with any federal statute and he went on to reiterate the association's endorsement of the resolution adopted at Pittsburgh last year supporting the Bailey and Walter bills. Mr. Moreton stated that the association is vitally concerned about the recent decision of the Idaho district court holding unconstitutional the Idaho countersignature law. This, he said, may well be the forerunner of numerous decisions holding one after another the insurance regulatory statutes of the states null and void. The agents, he declared, are not willing to see a half century of their work in the direction of "wise and

wholesome legislation summarily destroyed."

There was a rumor circulating that Attorney General Biddle intends to drop the prosecution of the S.E.U.A. case, having come to the conclusion that he could not get a court or jury to convict insurance companies of doing what was retrospectively (by the Supreme Court decision) held to be subject to federal law. Instead, according to this rumor, the attorney general would bring a civil suit intended to put a stop hereafter to practices to which the attorney general objects.

Insurance legislative people at the hotel expressed much dismay at the prospects facing them. They feel certain that there will be a rash of state rate regulation laws proposed in the 1945 legislature and that many of them will embrace features that are distasteful to the industry. There was a rumor that the commissioners' association might cite two or three types of laws as models from which the states that felt it necessary to enact state rate regulation measures might choose.

There seemed to be no evidence of Democratic and Republican politics entering into the deliberations of the commissioners. That is, the commissioners seem to have the real welfare of the business and of state regulation at heart and were not disposed to make political capital out of the situation in a campaign year. However, considerable thought was being given to the timing of any action that is taken against the political background. For instance, some believe that it is important to press for passage of legislation prior to the November election.

If the legislation has popular appeal both Republicans and Democrats will be eager to act favorably upon it immediately, whereas neither party might be so quickly responsive to public sentiment after the die is cast this fall. There is also some speculation to the effect that the Roosevelt administration might be pleased to embrace at this time a program advanced by bipartisan organization of public officials. Most of the criticism in newspapers and magazines has been hostile to the Supreme Court and administration on the insurance issue and life insurance policyholders particularly have become uneasy and have been writing to Washington. Moreover, the fact that the Democrats rejected an insurance plank in their 1944 platform has caused considerable apprehension that the Democrats have real designs upon the insurance business. Hence it is reasoned the administration might welcome the opportunity to endorse a program that would give a nod to states' rights and would allay fears of policyholders that the administration intends to do anything to interfere with their savings and protection program.

There is considerable interest in the attitude of Superintendent Dineen of New York on the theory that it would not be unnatural for him to reflect the Dewey position. However, most observers felt that Mr. Dineen's attitude on the insurance question is non-political and that it is possible to read too much Dewey significance into what Mr. Dineen says and does.

The life insurance group at Chicago in addition to Mr. Lincoln included James A. McLain, president Guardian Life and president American Life Convention; A. J. McAndrews, president Lincoln National Life; George Avery White, president State Mutual Life; George Willard Smith, president New England Mutual; E. W. Craig, president National Life & Accident; Robert L. Hogg, the new manager of the American Life Convention; Ralph H. Kastner, associate counsel A.L.C., and Bruce E. Shepherd, actuary Life Insurance Association of America.

### Position of Mutual Alliance

A. V. Gruhn, general manager of the American Mutual Alliance, urged the Graves committee to retain the leadership in the legislative effort to preserve state supervision. He expressed regret that the idea of an all-business committee, which was developed at the June meeting of the National Association of Insurance Commissioners, had broken down because of the position taken by one segment of the business that that

committee was designed only to function during the period of the June convention.

Mr. Gruhn contended that if the goal is one which would retain exclusive state supervision such an objective could be accomplished only by a complete reversal of the S.E.U.A. decision, or by a constitutional amendment which would specifically exclude insurance from the commerce clause.

Mr. Gruhn went on to suggest that if this was not the objective, or it was believed useless to aspire to such a result, then the next best objective should be agreed upon. If that was one which contemplated as much state control as possible then the business should seek amendments to exempt insurance from all of the acts regulating commerce excluding the wage and hour and labor relations acts, particularly the federal trade commission, the Robinson-Patman, the Sherman and the Clayton acts.

### Bailey-Walter Bill

If Congress was unwilling to go that far it was suggested that the reasoning underlying such refusal would probably operate against the Bailey-Walter bill as well. In that event, consideration would have to be given to amending the Sherman act and Clayton act to permit the federal government to retain authority over "unwholesome and nefarious monopolistic practices and to permit of concerted action on the part of the companies in the development, promulgation and agreement to use rates in those cases where such rates were subject to the approval or disapproval of the insurance commissioner."

The possibility was suggested of completely exempting the insurance companies from the four acts named and then enacting a specific federal insurance anti-monopoly law which, in a definite way, would establish the extent of the authority of the federal government to restrain monopoly.

Mr. Gruhn suggested that the Graves committee, along with insurance representatives, confer with congressional leaders on both sides, in order to develop a program in the way of federal legislation which had the best chance of enactment.

### LOCKHART ISSUES STATEMENT

AUSTIN—O. P. Lockhart, chairman of the Texas board of insurance commissioners, called upon Congress for positive action to "restore insurance regulation to the states," then for passage of a constitutional amendment to guard against future federal control. He will ask the executive committee of the commissioners' association next week to endorse this position.

"Congress' duty is clear," he declared. "It should pass H. R. 3072 or some similar measure immediately to restore insurance regulation to the states. After that, it should place the issue squarely before the people in the form of a constitutional amendment.

"The reasons are obvious. Congress does not have the facts nor the time for devising a plan that could displace the settled, safe system of operation under state control which has been carefully tested and proved during the past 95 years. Nor is the federal government in a condition to administer the plan. Laboring under its war-time obligations, it cannot assume new duties except at the risk of many mistakes.

"Essentially, the matter is one for the people to decide. Since insurance is a personal contract extending over a period of years, the people should have the right to say whether this contract should be supervised close at home with rules to fit each case, or at a distance from a centralized bureau with rules that are broad and uniform.

"The companies, too, should have the right to place the matter before their policyholders. Investments totaling more than \$45 billion are at stake.

"With as many kinds of insurance and as many types of companies as are in existence under closely supervised state control, can the federal government ever devise any program that would work well with private capital? That, too, is the question.

"The only solution is the immediate passage of H. R. 3072 to give Congress and the people time to think the matter over. Then the question should be settled with a constitutional amendment."

### Prospecting Los Angeles Theme

The Quarter Million Dollar Round Table of Los Angeles will hold its next meeting Sept. 7. Barry B. Stephens, Massachusetts Mutual Life, and Robert C. Fyke, of Occidental Life of California, will conduct the program on "Actual Prospecting Methods."



← This man covers this territory →

James T. Curtin, resident manager in New York City for THE NATIONAL UNDERWRITER since 1934, also has charge of selling THE NATIONAL UNDERWRITER'S publications and services among the New England agencies.

Mr. Curtin started with THE NATIONAL UNDERWRITER as a specialist on the "Fire, Marine & Surety Bulletins," the lossless educational and reference service and soon rolled up a remarkable record. He has sold many group orders to company offices for the use of home office and field personnel. Shortly afterward though he continued to specialize in the fire and casualty field, his work was soon recognized and he joined THE NATIONAL UNDERWRITER'S life publications, with particular emphasis on the Diamond Life Bulletins.

As a young man Mr. Curtin won considerable renown as a sprint swimmer. He was on the Columbia University's championship swimming team when he was a freshman and later swam on New York's Olympic relay teams. From the time he left school until 1934 he was employed by the National City Bank and by Wall Street brokerage houses and accounting firms.

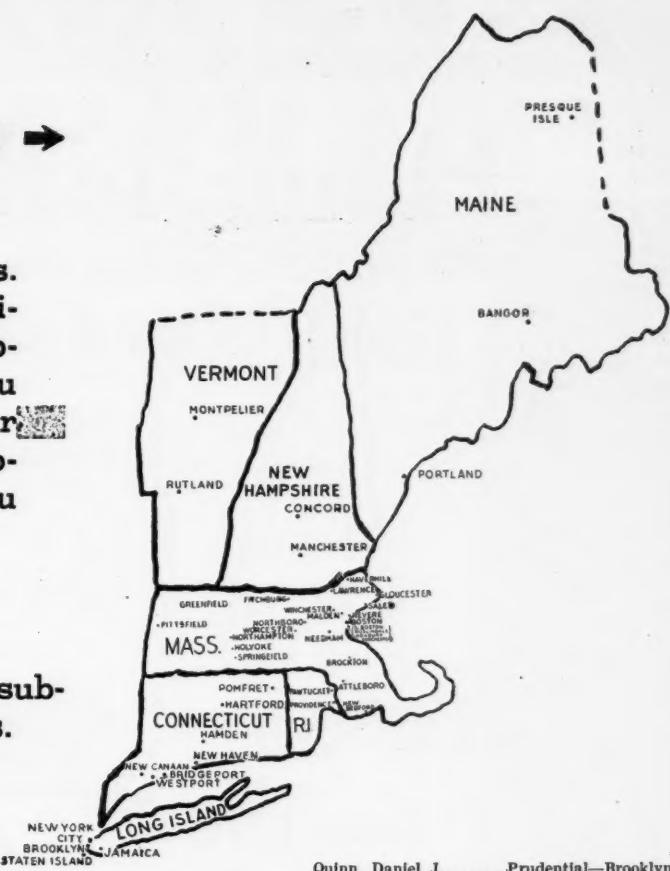
The other members of the Curtin family are his gracious wife, Emilie, and two attractive young daughters, Kathleen, age seven, and Elizabeth, age three.

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Callahan, T. W. Home Life—Boston  
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*James A. Fulton*  
President

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